

2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

6211

Please copy and complete this form for each entry.
Create a separate document for answering the five questions below.

Check only ONE entry classification below:

- | | | | |
|-----------------------------|-------|-----------------------------------|---------|
| 1. Advertisements – Single | _____ | 8. Overall Campaign | _____ |
| 2. Advertisements – Series | _____ | 9. Periodicals | _____ |
| 3. Annual Reports | _____ | 10. Promotional/Advocacy Material | _____ |
| 4. Audio-Only Presentations | _____ | 11. Social/Web-Based Media | _____ |
| 5. Awareness Messaging | _____ | 12. Special Events | _____ |
| 6. Directories/Handbooks | _____ | 13. Videos | ___X___ |
| 7. Miscellaneous | _____ | 14. Visual-Only Presentations | _____ |
| | | 15. Websites | _____ |

Please check the appropriate box:

CATEGORY 1 X CATEGORY 2 CATEGORY 3

Entry Title **WWL-TV "We Choose Louisiana" Campaign**

Name of Port **Port of New Orleans**

Port Address **1350 Port of New Orleans Place**

Contact Name/Title **Renee Aragon Dolese**

Telephone **504-528-3363**

Email Address **doleser@portno.com**

On separate paper, **FIRST** write a short, descriptive summary of your entry, **THEN**, in as much detail as needed, specifically address each of the following five questions and **number your answers**. Your answers equal 50% of your score.

The Port of New Orleans collaborated with WWL-TV to launch a promotional ad called "We Choose Louisiana" from August 2015 through November 2015 on New Orleans' CBS affiliate and through the station's digital media platforms.

1. *What are/were the entry's specific communications challenges or opportunities?*

The Port of New Orleans sought to have a greater media presence as part of its community outreach activities. The Port looked at multiple media options to promote our message to community stakeholder including billboards, television and print media. The Port was seeking a community partner to help tell our story and directly connect Port operations with a recognizable brand synonymous with the community.

WWL-TV is the CBS affiliated television station in New Orleans. WWL-TV has broadcasted local and national news and programming in New Orleans for almost 50 year. Viewing markets includes Louisiana, Mississippi, and the Gulf Coast from Louisiana to Florida.

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In 2015, WWL-TV approached the Port of New Orleans serve as a charter member of their new promotional campaign, "We Choose Louisiana" to promote the success of local business and industries ten years after Hurricane Katrina.

2. How does the communication used in this entry complement the organization's overall mission?

The goal of the "We Choose Louisiana" campaign is to shed light on the positive stories of business and industry that choose Louisiana today and every day. It seeks to connect with the community and focus on the positive change that has occurred in Louisiana due to the economic growth powered by new companies, industries and entrepreneurs located here. In particular, to highlight the Port of New Orleans as one of the major driving forces in our community and to focus on the Maritime Workforce Summit. The main purpose of the Summit is to assist in developing a highly-skilled local workforce for the future of New Orleans.

3. What were the communications planning and programming components for this entry?

- The Port worked with WWL-TV to lay out a structured timeline events to develop the 30 second tv ad.
- Port Communications staff developed script that aligned with the overall Port theme: *Our Connections Run Deep*.
- The script emphasized the Port's intermodal connectivity, thriving cruise industry and North America's gateway to global commerce.
- After script approval, WWL-TV took several days to film various sites at the Port including: intermodal railyard, Napoleon Avenue Container Terminal, coffee roasting facilities, breakbulk operations at Nashville Avenue Wharf, Harbor Police Department Maritime Security Headquarter, Port Administration building, General Kelley fireboat for Mississippi River perspective and New Orleans operated New Orleans Public Belt Railyard.

4. What actions were taken and what communication outputs were used in this entry?

- The Port of New Orleans "We Choose Louisiana" Campaign ran for a total of 3 months (September- November) with a total of 273 thirty second commercials and 675,000 banner impressions. The thirty second television ad ran during popular shows on WWL-TV channel and affiliated WUPL-TV Channel including the local and national news, daytime programming, primetime weekday programming, CBS College Football and CBS NFL Sunday Football.
- Campaign launched 27 parishes (counties) to over 1.5 million potential viewers.
- Port of New Orleans "We Choose Louisiana" Spot <http://bit.ly/1VK8Hqz>
- Louisiana #1 Export State In the Nation "We Choose Louisiana" Spot <http://bit.ly/1NWmGqx>
- WWL-TV launched the campaign in conjunction with the 10th anniversary of Hurricane Katrina to focus on the positive change that has occurred since, due to the economic growth powered by local business and industry.

5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?

This campaign reached 1,183,836 adults over 18 in the New Orleans market, an average of 5 times or more. This campaign reached 95.2% of the market.



PORT NOLA
THE PORT OF NEW ORLEANS
PRESS RELEASE

For Immediate Release
Aug. 25, 2015
Contact: Matt Gresham
(504) 528-3255

Port, WWL-TV Launch ‘We Choose Louisiana’ Promotion

NEW ORLEANS – The Port of New Orleans launched a promotional ad today on WWL-TV Channel 4. The 30-second “We Choose Louisiana” ad will be broadcast through November on New Orleans’ CBS affiliate and through the station’s digital media platforms.

“The ‘We Choose Louisiana’ campaign sheds light on the positive stories of business and industry that choose Louisiana today and every day,” said Gary LaGrange, President and CEO of the Port of New Orleans.

WWL-TV launched the campaign in conjunction with the 10th anniversary of Hurricane Katrina to focus on the positive change that has occurred since, due to the economic growth powered by local business and industry.

To view the campaign, visit: <http://portno.com/multimedia> and click on “We Choose Louisiana.”

The Port of New Orleans is a deep-draft multipurpose port at the center of the world’s busiest port system — Louisiana’s Lower Mississippi River. Connected to major inland markets and Canada via 14,500 miles of waterways, six class-1 railroads and the interstate highway system, the Port is the ideal gateway for steel, project cargo, containers, coffee, natural rubber, chemicals, forest products, manufactured goods and cruising. An extensive network of ocean carrier services, along with added-value services like transloading of bulk into containers, make the Port of New Orleans the superior logistics solution for many types of cargo.

-End-



**WE CHOOSE
LOUISIANA**



PACKAGE TOTAL INVESTMENT

| | | | |
|---------------------|-------------|----------------------------|--------------------|
| M-F | 5a-9a | Eyewitness News | 34 |
| M-F | 9a-5p | Daytime/Noon News/EF | 24 |
| M-SU | 5p-7p | Early News/Inside Edition | 20 |
| M-SU | 10p-1035p | 10p Eyewitness News | 20 |
| SAT | 8a-9a | WWL Sat News | 3 |
| SUN | 6a-7a | WWL Sun News | 3 |
| SAT | 11a-6p | CBS College Football | 3 |
| SUN | 12p-6p | CBS NFL Football | 1 |
| M-SUN | 1035p-12a | Covert/Insider | 4 |
| SA-SUN | 1035-12a | Blue Bloods/Scandal/4th Dc | 5 |
| TOTALS | | | 117 |
| WUPL-TV | | | |
| DAYS | TIME | PROGRAM | # OF SPOTS |
| M-F | 7a-9a | CBS This Morning | 40 |
| M-F | 1p-2p | Meredith Viera | 20 |
| M-F | 2p-3p | Access Hollywood | 20 |
| M-F | 630p-7p | Eyewitness News | 20 |
| M-F | 9p-10p | The 504 | 20 |
| TOTALS | | | 120 |
| NEWSWATCH 15 | | | |
| DAYS | TIME | PROGRAM | # OF SPOTS |
| M-SUN | 9a-10p | 24 Hour News Rotation | 60 |
| TOTALS | | | 60 |
| DIGITAL | | | |
| ELEMENT | | | IMPRESSIONS |
| Video Banner ads | | | 675,000 |
| TOTALS | | | 675,000 |



PORT NOLA
THE PORT OF NEW ORLEANS

TOTAL PACKAGE SUMMARY

297 :30 TV SPOTS

675,000 VIDEO BANNER IMPRESSIONS

PRODUCTION OF :30 SPOT

TOTAL INVESTMENT \$45,000

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PORT NOLA
THE PORT OF NEW ORLEANS





GOAL

To connect with the community and focus on the positive change that has occurred in Louisiana due to the economic growth powered by new companies, industries and entrepreneurs located here.

To highlight the Port of New Orleans as one of the major driving forces in our community.

To focus on the Maritime Workforce Summit, whose main purpose is to assist in developing a highly-skilled local workforce for the future of our city.

RESULTS

The Port of New Orleans “We Choose Louisiana” Campaign ran for a total of 3 months (Sep- Nov) with a total of 273 30 second commercials and 675,000 banner impressions.

This campaign reached 1,183,836 adults 18+ in the New Orleans market, an average of 5 times or more. This campaign reached 95.2% of the market.

WE CHOOSE
LOUISIANA

WWL-TV, New Orleans

- WWL-TV is one of the nation's highest-rated local television stations. It has dominated southeast Louisiana television viewing for three consecutive decades, and that legendary leadership continues to keep WWL-TV at the very top of the media industry's "most-watched" list.
- Backed by extraordinary viewer trust in its "Eyewitness News," WWL-TV also holds some of the country's strongest news telecasts.
- As "Louisiana's News Leader," WWL-TV produces over 30 hours of local programming every week - nearly twice as much as any of its New Orleans competitors. The station's unwavering commitment to local journalism is rooted in a standard of excellence that includes five prestigious Peabody Awards and two unprecedented National Edward R. Murrow Awards.
- The legendary WWL-TV spirit will continue to remain an indispensable part of everyday life for thousands of folks across southeast Louisiana.



The Most Decorated News Station in New Orleans

- ~ Emmy Awards
- ~ Peabody Awards
- ~ 2007 DuPont-Columbia Award
- ~ 2007 Edward R. Murrow Award for Continuing Coverage
- ~ Radio-Television News Directors Foundation (RTNDF) Awards
- ~ National Association of Broadcasters Education Foundation (NABEF) Service to America Samaritan Award
- ~ Louisiana State University Manship School of Mass Communication Manship Prize
- ~ NATP Iris Award for Investigative Reporting
- ~ Gabriel Awards (presented by Catholic Academy for Communication Arts Professionals)
- ~ Gracie Awards (presented by American Women in Radio & TV)
- ~ Council on Alcohol & Drug Abuse (CADA) Award
- ~ Associated Press Awards
- ~ Station of the Year- Louisiana Association of Broadcasters
- ~ Best Overall Local TV/Cable-Affiliated Internet Service- WWLtv.com
- ~ *National Telly Award*
- ~ *American Red Cross Media Partner of the Year*
- ~ *Dorothy Dorsett Brown Humanitarian Award*
- ~ *Television Award for Outstanding Coverage of Agricultural News & Activities*

WWL-TV is the only New Orleans television station to have ever won all three major broadcast journalism awards related to the same event, referred to in the industry as the "Triple Crown," which includes the duPont-Columbia award, the George Foster Peabody Award and the national Edward R. Murrow Award.



Coverage Area



New Orleans Market Facts

DMA National Rank: 51
 NSI 2+ Population: 1,596,000
 DMA TV Households: 641,150
 Metro TV Households: 469,580

